

ABSTRACT OF
THE DISCLOSURE

Systems and methods for delivering interactive content to viewers via the utilization of synthetic channels mimicking traditional television “broadcast” cable

5 channels. Interactive television viewers may access and interact with the variety of interactive content provided by selecting a synthetic channel that displays, on the screen of the viewer’s television set or other display device, the start or home page of a particular application, Internet site, or other content page with which the user may interact. The synthetic channels may be administered by a cable provider, and

10 communicated to the viewer via an electronic programming guide, which may also contain a traditional cable “channel lineup.” The synthetic channels may be selected from the electronic programming guide in the same manner as if the viewer was selecting a broadcast cable channel.